

FIG. 2

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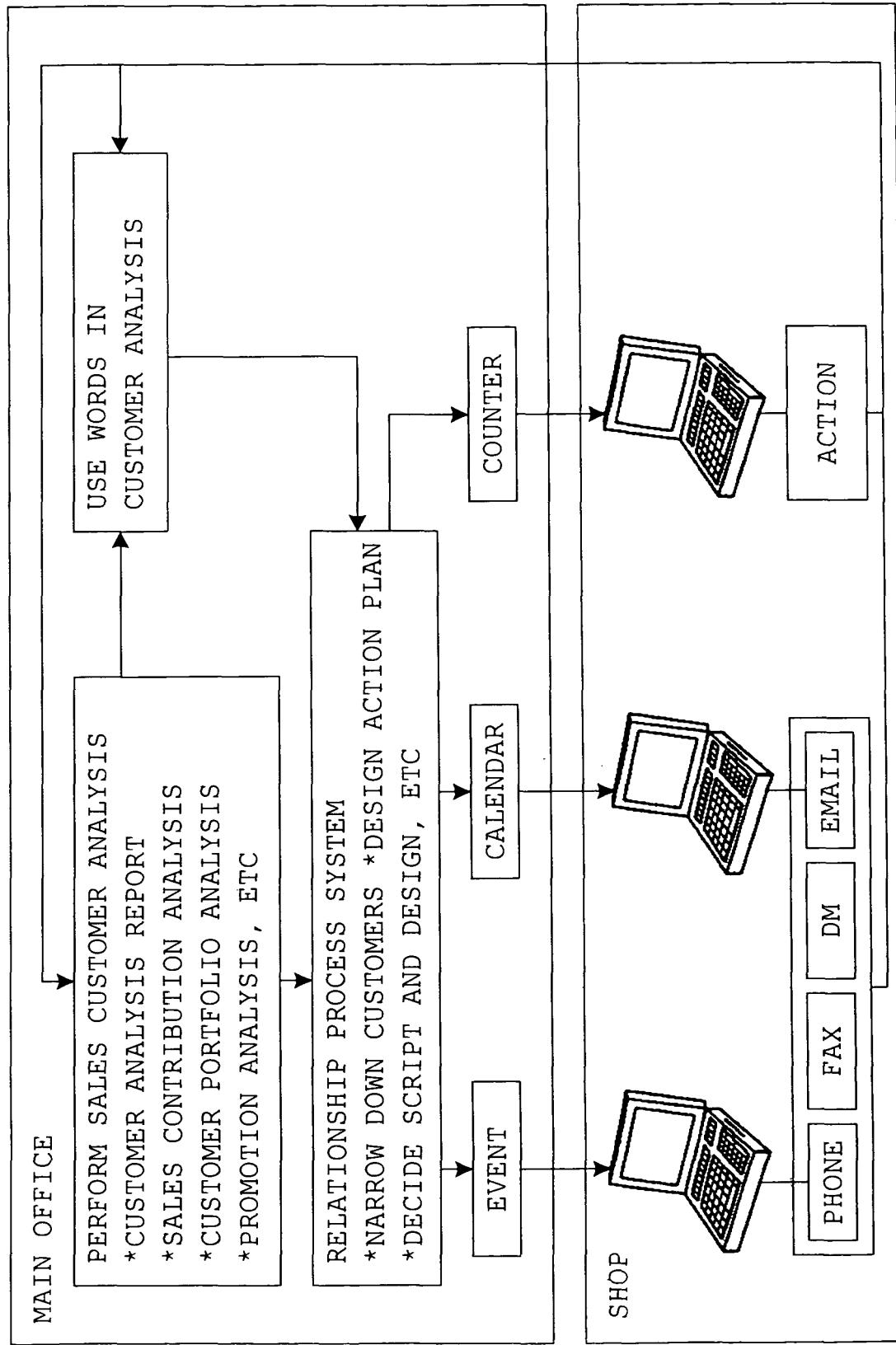
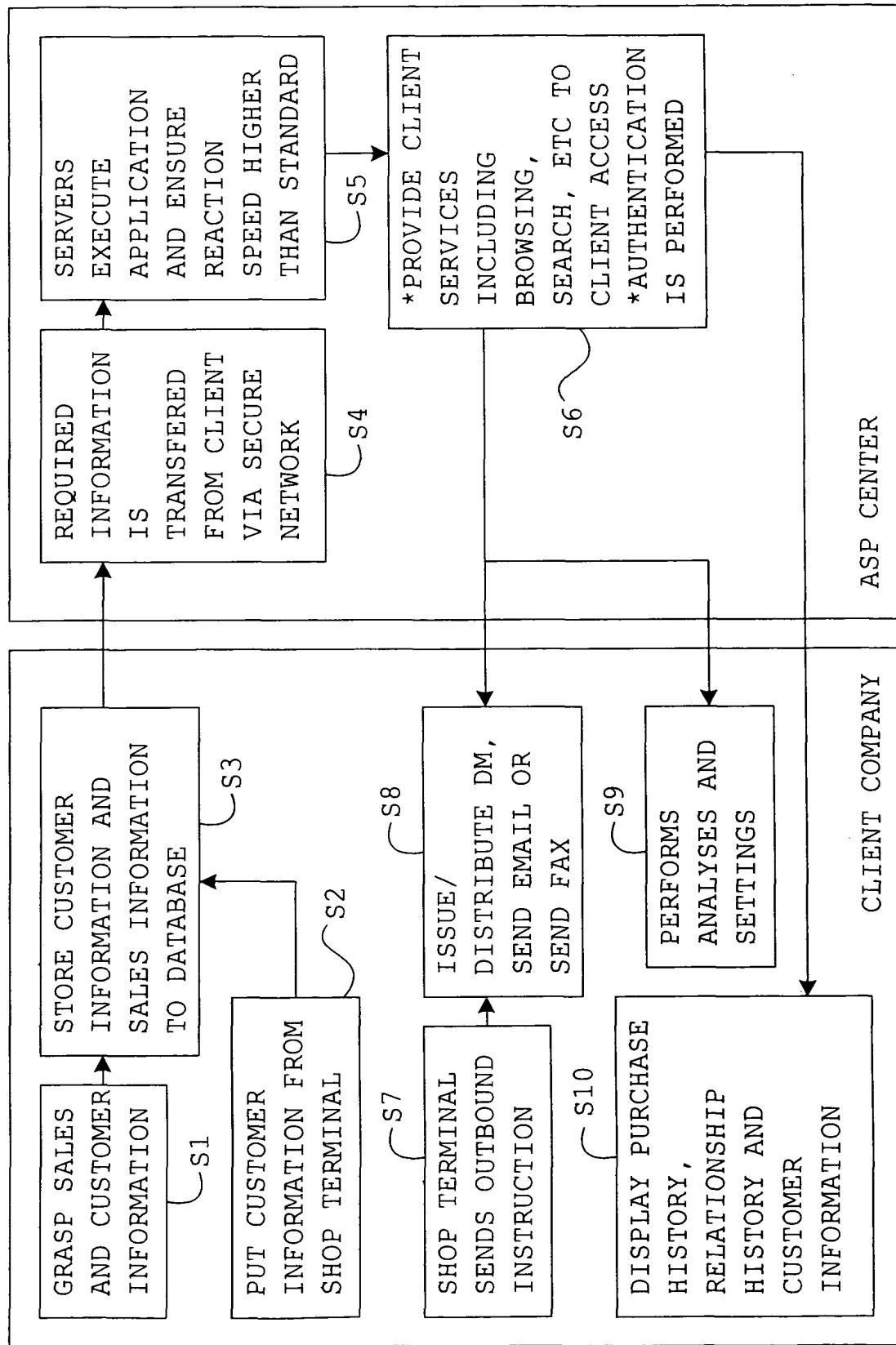


FIG. 3

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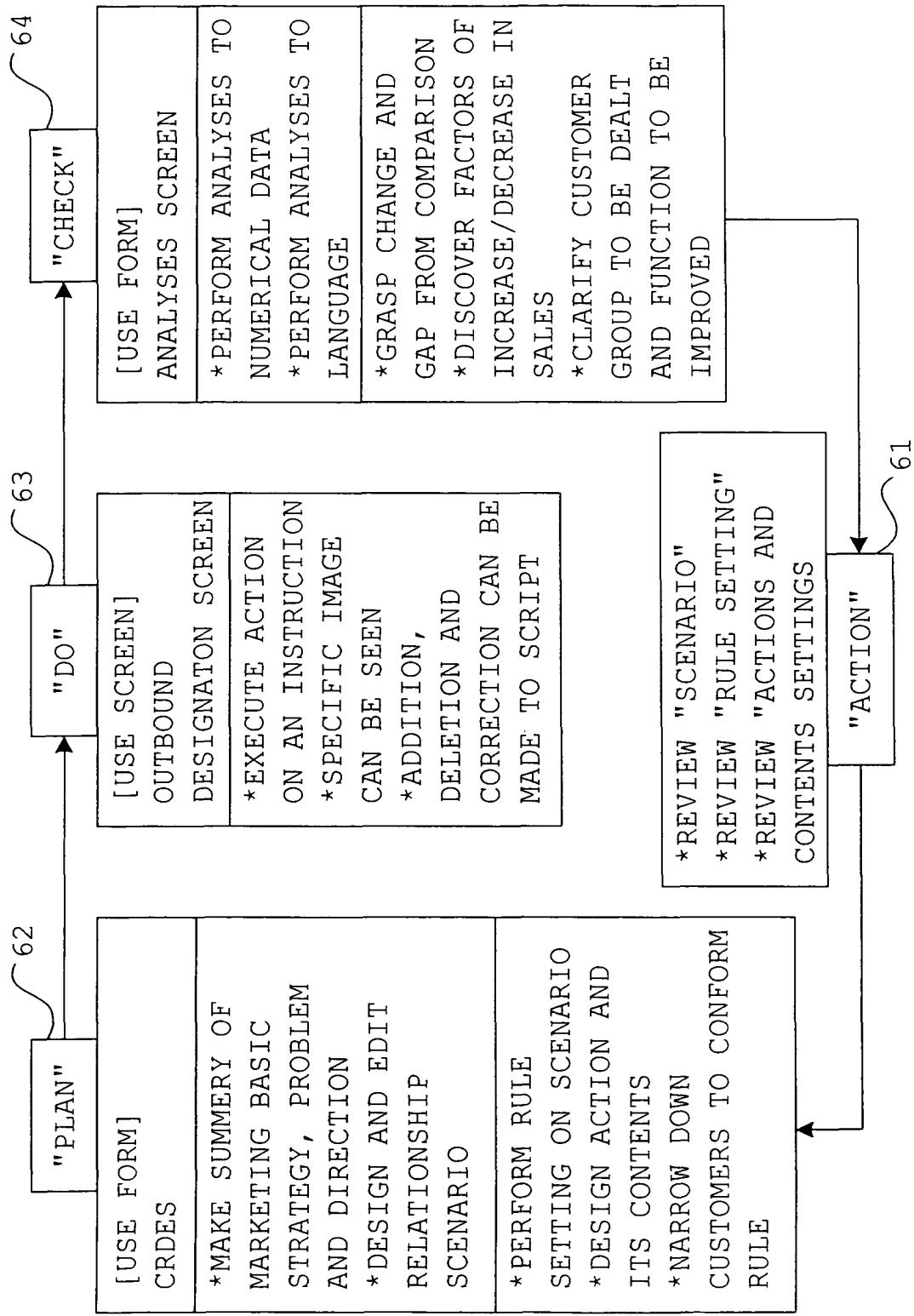
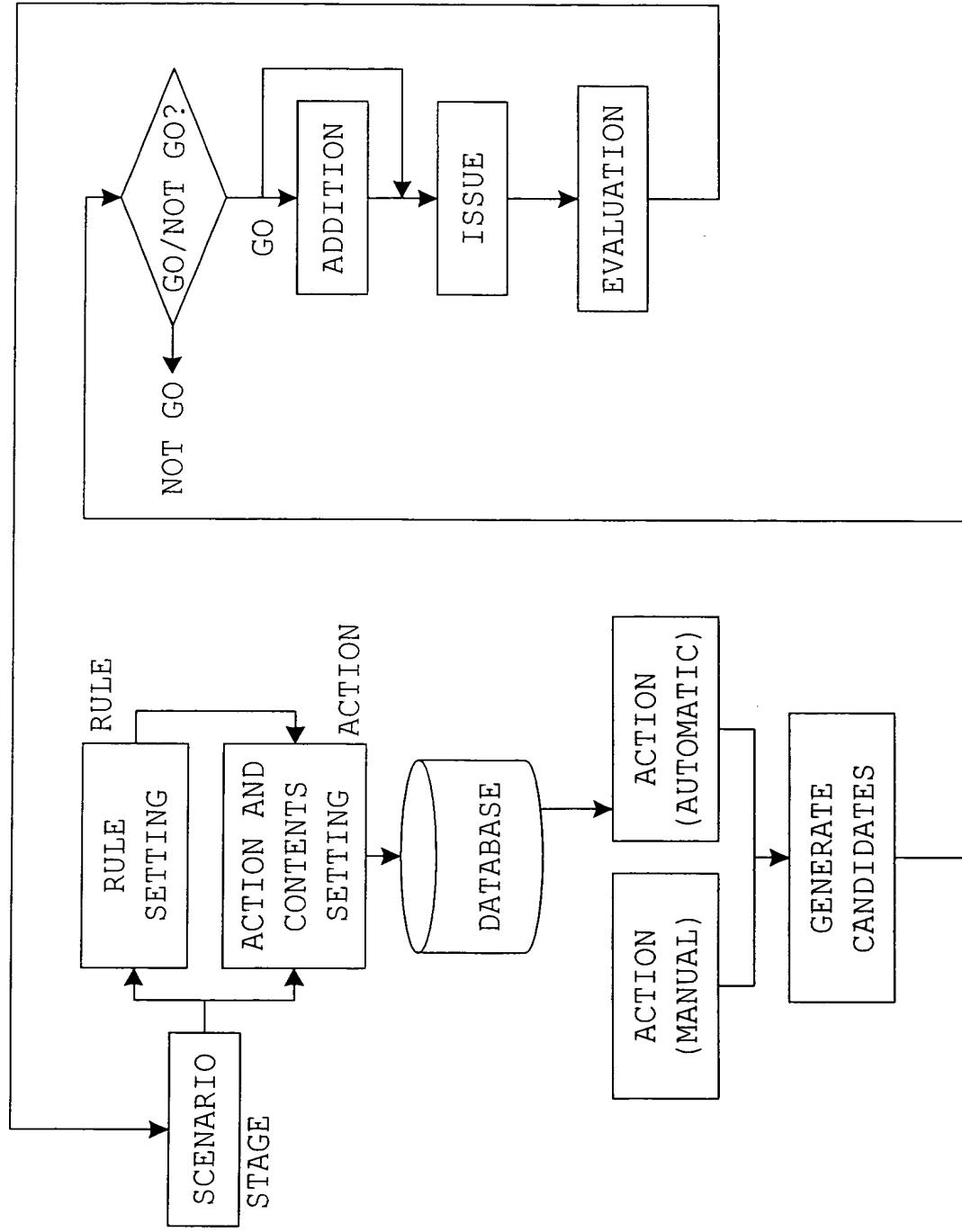


FIG. 5



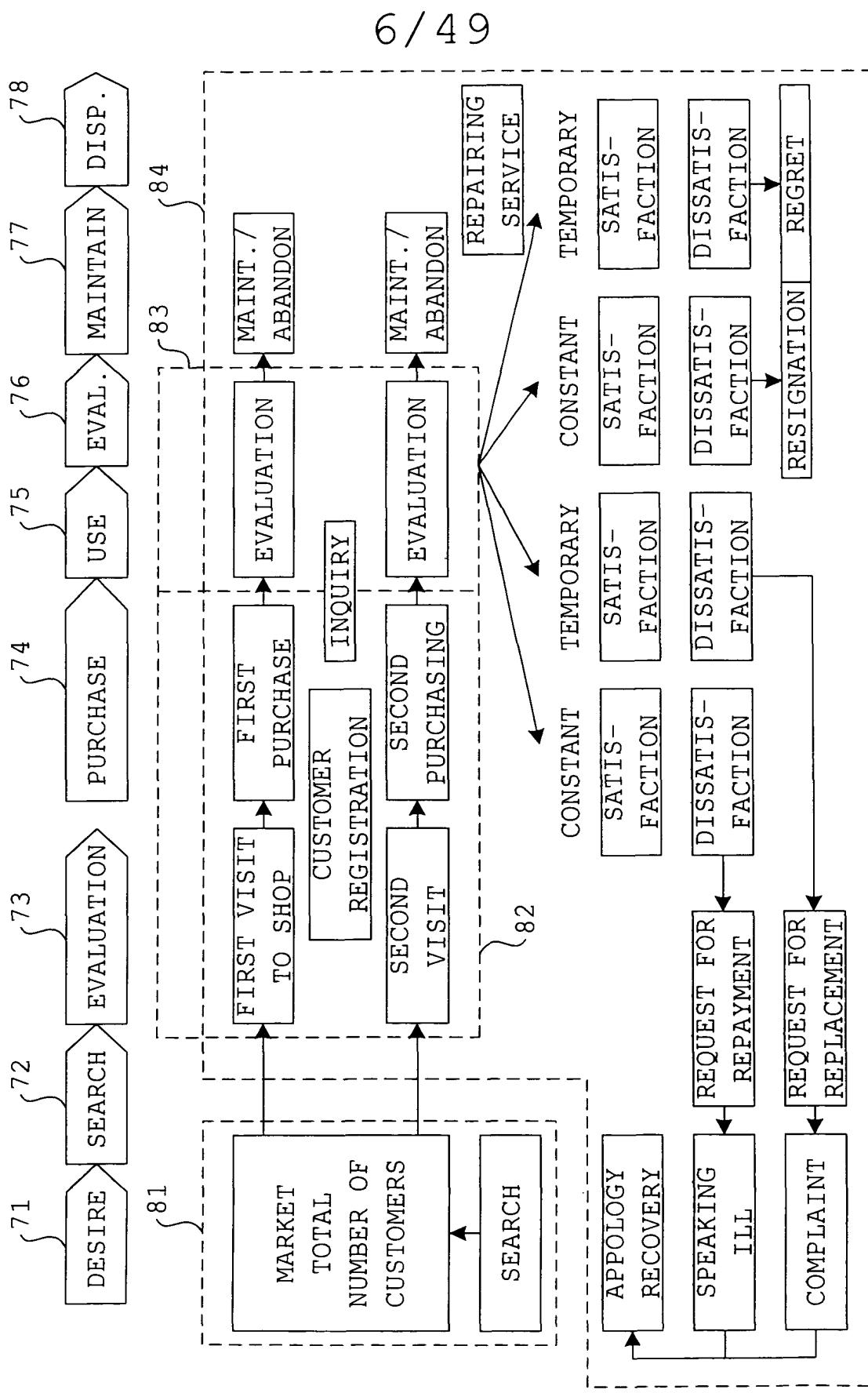


FIG. 6

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STAGE	TOOLS	CONTENTS	TARGET	OBJECT
1	FIRST VISIT TO SHOP	MASS ADVERTISEMENT	INTRODUCTION CAMPAIGN	INCREASING FIRST VISIT CUSTOMER
2	CUSTOMER REGISTRATION	APPLICATION FORM	REGISTRATION CAMPAIGN	REGISTER CUSTOMER TO DATABASE
3-1	VISIT TO SHOP - FIRST PURCHASE	FACE-TO-FACE		INCREASE IN PURCHASE RATE
3-2	VISIT TO SHOP - SECOND PURCHASE	FACE-TO-FACE (PC SCREEN)	INFORM OF CUSTOMER WHO SHOULD BE MEMORIZED	INCREASE IN PURCHASE RATE CROSS-SELL / UP-SELL
3-3	VISIT TO SHOP - THIRD PURCHASE		UPPER RANK CUSTOMER	
A I	FIRST PURCHASE - EVALUATION		THANKS FOR PURCHASE, PRAISE DISCERNING EYES OF COMMODITY	PREVENTION OF WITHDRAWAL (MEMORY IMPRINTING)
N	SECOND PURCHASE - EVALUATION	DM, EMAIL		
A I	THIRD PURCHASE - EVALUATION			
N				
4-3				
5-S	SHOP INVITATION PROMOTION	DM, EMAIL, TELEPHONE	SECRET SALE IS HELD, ETC.	INCREASE IN VISIT CUSTOMER
5-P	COMMODITY RECOMMEND PROMOTION		NEW PRODUCTS ARE ARRIVED, ETC.	INCREASE IN SALES RATE OF SPECIFIC COMMODITY, ETC.

FIG. 7A

STAGE	TOOLS	CONTENTS	TARGETS	OBJECTIVES
6-C	CALENDAR SYSTEM RELATION-MAKING	DM, EMAIL, NEWS LETTER	WITHDRAWAL PREVENTION, ETC.	
6-A	ANNIVERSARY SYSTEM RELATION- MAKING	DM	BIRTHDAY PRESENT, ETC.	
6-G	SEASONAL RELATION-MAKING	DM	CHRISTMAS CARD, ETC.	PREVENTION OF WITHDRAWAL
M A I N	DEALING WITH INQUIRY	DM, EMAIL, TELEPHONE	ORDERED COMMODITY IS RECEIVED, ETC.	SPECIFIC CUSTOMERS
8	DEALING WITH REPAIRING SERVICE	EMAIL, TELEPHONE	REPAIR IS COMPLETED, ETC.	
9	DEALING WITH SPEAKING ILL	FACE-TO-FACE, LETTER		APOLOGY, RECOVERY OF RELATIONSHIP
10	DEALING WITH COMPLAINT	FACE-TO-FACE, LETTER		
S U B	MAINTENANCE			(DEPENDING ON INDUSTRY TYPE AND BUSINESS CATEGORY, SUB-PROCESS DESCRIBED LEFT IS DESIGNED IN ADDITION TO THE MAIN RELATION STAGE.)
11	CONTRACT			
12	SUPPLY PURCHASE			
13	LICENCE			
14	ACQUISITION			
15	LICENCE UPDATE			
16	INSURANCE			
	OTHERS			

FIG. 7B

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RULE NUMBER RANGE	ITEM NAME USE FILE	NAME		SIZE SETTING		AND AND AND	
		=		SALES FILE			
		=		=			
	( ITEM NAME	RANGE 1	SIGN	COND.	RANGE 2	RANGE 3	
	PURCHASE DATE	=	2000				
	( PURCHASED COMMODITY	=	BOTTOMS				
	SIZE	>=	#3				
				>=	#5		
IF	( PURCHASED COMMODITY	=	BLOUSE				
	SIZE	>=	#3				
				>=	#5		
					>=	#7	
						)	
						AND	
	( PURCHASED COMMODITY	=	SWEATER				
	SIZE	>=	#3				
				>=	#5		
					>=	#7	
						)	
THEN	ITEM NAME	RANGE 1	RANGE 2	RANGE 3	ELSE		
	SIZE	#3	#5	#7	UNKNOWN		

FIG. 8

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RULE NUMBER	02354	NAME	SIZE	SETTING
RANGE	USE FILE	=	SALES FILE	AND
		=	CUSTOMER FILE	AND
		=		
	( ITEMS	SIGN	CONDITION	) AND
	( PURCHASED COMMODITY	=	BOTTOMS	OR
	PURCHASED COMMODITY	=	QUICK	) AND
IF	( PURCHASE DATE	>=	AUGUST 15, 2002	AND
	PURCHASE DATE		AUGUST 14, 2002	) AND
	CUSTOMER GENERATION	<		
		=		
THEN	ITEMS	SIGN	EXECUTE (SETTLEMENT, DEFINITION)	
	ACTION NUMBER	=	A01-S01	AND

FIG. 9

App No.: NEW

Docket No.: 116692004500

Inventor: Masatsugu SHIBUNO  
Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM  
AND PROGRAM FOR IMPLEMENTING

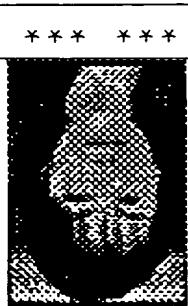
FIG. 10

ACTION		A01-S01		NAME		SECTION DESIGNATION	
ITEM NAME		SIGN		SECTION		DESIGNATION	
TOOL	=	DM					
SIZE FORMAT	=	POST CARD	, BOTH SIDES				
BACKGROUND	=	PEDICEL	, VERMILLION				
FONT AND COLOR	=	GOTHIC / BLACK					
LAYOUT	=	7					
LOCATION OF OUTPUT	=	CENTER					
ACTION EXECUTION DATE	=	EVERY WEEK	, SUNDAY				
REPETITION	=	YES					
TARGET		RELATION-MAKING					
EVALUATION INDEX		(NEXT-YEAR CUSTOMER EXISTING NUMBER) / (SENDING NUMBER)					
CUSTOMER NAME		MEMBERSHIP NUMBER		BARCODE			
STAFF NAME	SHOP NAME AND STAFF NAME	STAFF		STAFF		STAFF	
PROFILE 1	PROFILE 2	FACE PHOTO 1		FACE PHOTO 2		FACE PHOTO 3	
SEASON 1	SEASON 2	SEASON 3		SEASON 4		SEASON 5	
PURCHASED COMMOD.	BRAND LOGO	MATERIAL NAME	SIZE				
SHOP NAME	SHOP LOGO	SHOP MAP					
COMMOD. SCRIPT 1	ITEM SCRIPT 2	ITEM SCRIPT 3	ITEM SCRIPT 4	ITEM SCRIPT 5			
CUSTOMER	CUSTOMER	CUSTOMER	CUSTOMER	CUSTOMER			
SCRIPT 1	SCRIPT 2	SCRIPT 3	SCRIPT 4	SCRIPT 5			

FIG. 11

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FIG. 12



\*\*\* Shop in Ginza of \*\*\* Inc.  
\*--\*--\* Ginza Chuo-ku, Tokyo  
tel 03 4567 8988

2002

August 20,

The fashionable dress finds out your new  
characteristic you have never noticed, and give  
you a fresh feeling. I started to do this  
business with such a concept and feeling.  
I think that you, who choose this  
one-piece dress have a good fashion sense and  
this dress that has met such a person is happy.  
I hope that you will go out with this dress  
in a good season of the year.

This dress is one of the new dresses enjoying a high reputation this season. You purchased it at good timing since the manufacture quantity of this dress is small.

\* \* \* • MS

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13 FIG.

nventor: Masatsugu SHIBUNO

Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM  
AND PROGRAM FOR IMPLEMENTING . . .

MS.	AIKO TOKYO	DATE OF BIRTH	1970.06.18	AGE	33
IS <input type="checkbox"/> MARRIED AND HAS CHILDREN					
CHILDREN:					
111		HANAKO TOKYO	BORN	1996.07.10	FEMALE
		ICHIRO TOKYO	BORN	1999.01.25	MALE
CHARACTER					
ADDRESS					
CLOSEST STATION					
TEL. (HOME)		RESIDENCE		CATEGORY	
TEL. (MOBILE)					
EMAIL					
EMAIL (MOBILE)					
OFFICE ADDRESS					
CLOSEST STATION					
OFFICE		OFFICE		JOB	
112					
DRESSING SITUATIONS					
OFFICE		CLOSET		CLOSE	
CASUAL					
FAVORITE COMMUNICATIONS					
FAVORITE COLOR					
COORDINATION					
113					
114					
115					
116					

FIG. 14

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CUSTOMER

MS. AIKO TOKYO

TOP

RELATION HISTORY

NEXT

#	TRANSMISSION			RESPONSE, RECEPTION				MEMO
	DATE	DAY	TOOL	CONTENTS	DATE	DAY	TOOL	
16MAY02			DM	PRESALE INFO	29JUN02			SHOP SALES
					25MAR02		PHONE	INQUIRY
18NOV01			DM	PRESALE INFO				SHOP SALES
			DM					
								REPLACEMENT YES SETLED
			DM	SALE INFO				PHONE REQUEST TO HOLD
								SOLD

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FIG. 15

MS . AIKO TOKYO

TOP

## RECORDS OF PURCHASE

#	DATE	DAY	BRAND	PROD. #	PROD. NAME	COLOR	SIZE		SALE-DIVI-SION	FIXED-UNIT-PRICE	PURCHASE			NEXT
							1	2			UNIT PRICE	QTY.	TOTAL	
1	29JUN02	SAT			WHITE	9	S		S	210	135	1	135	CARD
2	29JUN02	SAT			BLACK	42	S		S	120	78	1	78	
3	29JUN02	SAT			WHITE	9	S		S	75	48.75	1	48.75	
4	29JUN02	SAT			BLACK	9	P		P	43	48	3	144	
5	19MAY02	SUN							P					CARD
6												-1		RET.
7														
8														
9												-1	135	EXCH.
10												1	135	
11														

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FIG. 16

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ANALYSIS (NUMERIC DATA)			
LARGE CLASSIFICATION	MIDDLE CLASSIFICATION	OBJECT	DATA DESIGNATION RANGE
SALES	COMPARISON IN VARIOUS ASPECT	GRASP SALES CIRCUMSTANCE	TIME, ORGANIZATION
CLIENT CONTRIBUTION	TIME COMPARISON, TREND ANALYSIS	GRASP DISTRIBUTION OF CUSTOMERS	RANK, TREND, EVENT, STAFF, COMMODITY
CUSTOMER FLOW	TERM COMPARISON, TREND ANALYSIS	GRASP COMINGS AND GOINGS OF CUSTOMER EXERTED INFLUENCE	TIME, ORGANIZATION, RANK, TREND, EVENT, STAFF, COMMODITY
CUSTOMER LIFETIME VALUE	AGE ANALYSIS, ANALYSIS ON TIME PASSING	GRASP LIFE TIME CIRCUMSTANCE	TIME, ORGANIZATION, EVENT, STAFF, COMMODITY
CUSTOMER ATTRIBUTE	SEGMENT COMPARISON, CROSS ANALYSIS	GRASP PURCHASE ACTION FROM CHANGED CUSTOMER SEGMENT	TIME, ORG., EVENT, STAFF, COMMODITY, COMMODITY SEGMENT
PROMOTION	REACTION RATE	GRASP PROMOTION EFFECT	TIME, PROMOTION CODE
CUSTOMER TRACE	TREND ANALYSIS	GRASP TIME SERIES CHANGE IN SPECIFIC CUSTOMER SEGMENT	TIME, CUSTOMER SEGMENT
COMMODITY	MD ANALYSIS	GRASP MD POLICY BY MATRIX OF CUSTOMER AND COMMODITY	TIME, CUSTOMER SEGMENT, COMMODITY SEGMENT
OTHERS			

FIG. 17A

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LARGE CLASSIFICATION	MIDDLE CLASSIFICATION	OBJECT	DATA DESIGNATION RANGE
COMPLAINT ANALYSIS			
INQUIRY DEMAND ANALYSIS			
VOICE ANALYSIS AT A SALES CONTACT			
TOOL SCRIPT ANALYSIS			
OTHERS			
EVALUATION	CORRELATION ANALYSIS	EVALUATE EFFECTIVENESS OF ACTIONS	(OBTAIN THE CORRELATION BY A STATISTICAL METHOD)

FIG. 17B

TIME	YY/MM/DD	TO	YY/MM/DD
DISPLAY BY	WEEK		
EVENT	NON/SPECIFIC		

COMMODITY ATTRIBUTE	ANY	AND	OR	OR	NOT	*****
---------------------	-----	-----	----	----	-----	-------

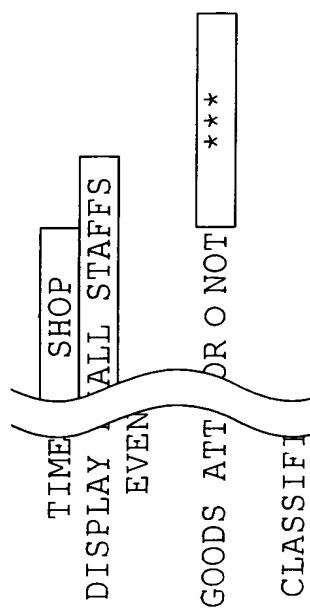
CLASSIFICATION O DECILE O QUINTILE O CUSTOMER RANK O REFERENCE VALUE

RANK	MINIMUM AMOUNT	TOTAL SALES AMOUNT	TOTAL TRANSACTION		CUSTOMER NUMBER		NEW CUSTOMER NUMBER		PURCHASE FREQ. PER PERSON	
			NUMBER	RATIO	NUMBER	RATIO	NUMBER	RATIO	NUMBER	RATIO
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

OUTPUT FILE O INSTRUCT PRINT

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FIG. 18A



RANK	MINIMUM AMOUNT	PURCHASE REQ. PER PERSON	DAYS SINCE FINAL PURCHASE	SALES UNIT PRICE			PURCHASE POINT		
				A/B	A/C	A/C/D	E	RATIO	E/C
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

App No.: NEW

Docket No.: 116692004500

ONLINE

Author: Masayuki Shioda  
Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM  
AND PROGRAM FOR IMPLEMENTING ...

TIME YY/MM/DD TO YY/MM/DD CLASSIFICATION O DECILE  
DISPLAY BY WEEK O QUINTILE  
DEPARTMENT SHOP O SPECIFIC VALUE  
STAFF ALL STAFFS O OUTPUT FILE O INSTRUCT PRTNT

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FIG. 19A

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THIS TIME

	1	2	3	4	5	6	7	8	9	10	
	1	2	3	4	5	6	7	8	9	10	
PREVIOUS TIME											
	1	2	3	4	5	6	7	8	9	10	
	1	2	3	4	5	6	7	8	9	10	
SUBTOTAL											
	1	2	3	4	5	6	7	8	9	10	
10											
60											
40											
100											
152											

THIS TIME

	1	2	3	4	5	6	7	8	9	10	
	1	2	3	4	5	6	7	8	9	10	
PREVIOUS TIME											
	1	2	3	4	5	6	7	8	9	10	
	1	2	3	4	5	6	7	8	9	10	
SUBTOTAL											
	1	2	3	4	5	6	7	8	9	10	
10											
60											
40											
100											
152											

FIG. 19B

(YEAR 1998)

RANK	VISITOR NUMBER	CUSTOMER NUMBER	MINIMUM AMOUNT	ANNUAL SALES AMOUNT	PERCENTILE	TRANSACTION AVERAGE	SALES PER TRANSACTION	COMMODITY PER TRANSACTION	ANNUALLY SOLD COMMODITIES	SALES AMOUNT PER ONE PERSON	SOLD COMMODITY PER ONE PERSON
											AVE.
1	18125	1450	1280	10	12.5	3452658	43.5	19049	3.66	52	66338
2	10440	1450	770	20	7.2	1523659	62.7	14594	3.01	48	31424
3	7975	1450	536	30	5.5	902452	74.1	11317	2.95	38	23526
4	6380	1450	380	40	4.4	675699	82.6	10591	2.88	37	18374
5	5220	1450	270	50	3.6	456860	88.3	8752	2.61	34	13624
6	4060	1450	192	60	2.8	350058	92.7	8622	2.51	34	10191
7	3190	1450	138	70	2.2	245698	95.8	7702	2.50	31	7975
8	2755	1450	88	80	1.9	186579	98.2	6772	2.45	28	6750
9	2175	1450	50	90	1.5	98348	99.4	4522	2.12	21	4611
10	1884	1449	-	100	1.3	46551	100	2471	1.86	13	3504
AVE.	62204	14499	-	-	4.3	7938651	-	12762	3.00	43	186317

FIG. 20

(YEAR 2001)

RANK	VISITOR NUMBER	CUSTOMER NUMBER	MINIMUM AMOUNT	ANNUAL SALES AMOUNT	PERCENTILE TRANSACTION	SALES PER TRANSACTION	ANNUALLY SOLD COMMODITIES	SALES AMOUNT PER ONE PERSON	ONE PERSON
1	17275	1382	1280	8.3	12.5	3329111	42.3	19271	3.71
2	10274	1427	770	17.1	7.2	1414532	60.3	13768	3.04
3	8008	1430	536	25.5	5.6	880317	71.5	10993	3.00
4	6327	1438	380	34.9	4.4	694518	80.3	10977	2.91
5	5288	1469	270	45.2	3.6	546862	87.2	10341	2.64
6	4194	1498	192	55.4	2.8	379203	92.0	9041	2.59
7	3154	1502	138	64.3	2.1	239616	95.1	7597	2.50
8	2695	1497	88	75.4	1.8	201389	97.6	7474	2.47
9	2185	1561	50	86.2	1.4	120480	99.2	5513	2.13
10	2045	1573	4.5	100	1.3	64741	100	3166	1.87
AVE.	61447	14777	-	-	4.2	7870769	-	12809	3.02
								42	185605
								533	12.6

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SALES AMOUNT PER ONE PERSON	SOLD COMMODITY PER PERSON
2409	46.4
991	21.9
616	16.8
483	12.8

FIG. 21

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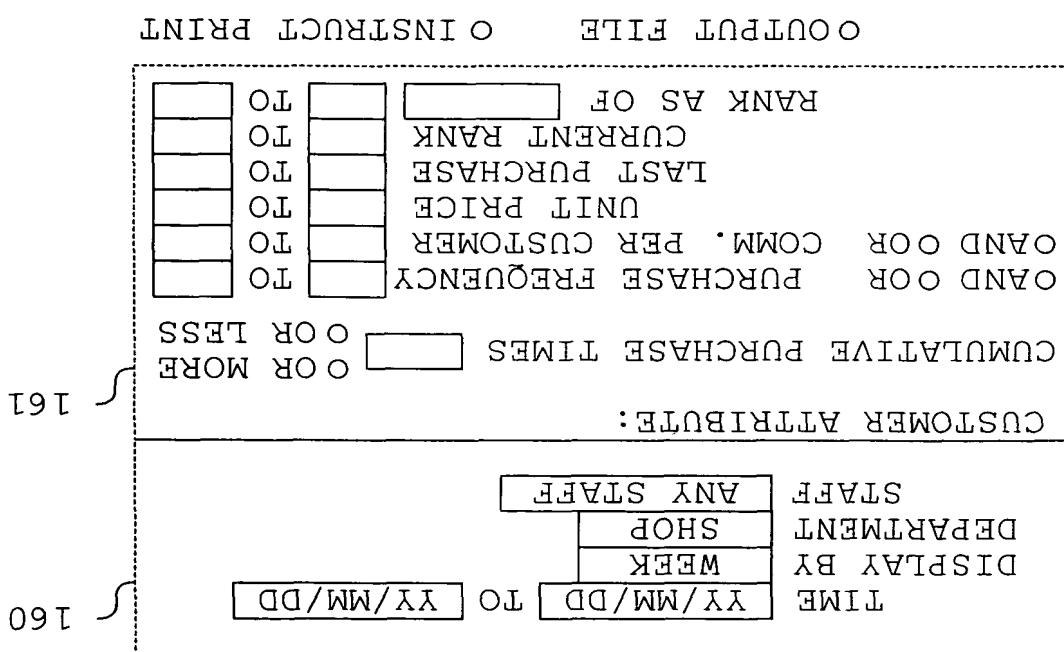
		2001									TOTAL	
		1	2	3	4	5	6	7	8	9	10	OUTFLOW
	1	263	161	101	92	66	51	49	40	38	31	892
	2	145	154	116	85	64	55	54	45	43	38	799
	3	75	92	103	81	78	58	54	50	51	45	687
	4	40	51	64	95	65	55	50	64	55	48	587
	5	35	50	48	58	81	55	56	51	47	61	542
	6	28	19	35	52	50	72	37	65	49	70	477
	7	21	18	30	47	47	40	66	63	52	71	455
	8	18	19	22	27	40	44	40	59	52	59	380
	9	11	15	18	20	22	30	34	41	62	60	313
	10	9	11	15	18	23	29	32	34	41	41	254
	SUBTOTAL	645	590	552	575	536	489	472	512	490	525	5386
	NEW	737	837	878	863	933	1009	1030	985	1071	1048	-
	TOTAL	1382	1427	1430	1438	1469	1498	1502	1497	1561	1573	-
	DEDUCTION	-68	-23	-20	-12	19	48	52	47	111	124	-
												278

FIG. 22

		2001										PER YEAR			
1	18.1	11.1	7.0	6.3	4.6	3.5	3.4	2.8	2.6	2.1	61.5	38.5	100	85	15
2	10.0	10.6	8.0	5.9	4.4	3.8	3.7	3.1	3.0	2.6	55.1	44.9	100	82	18
3	5.2	6.3	7.1	5.6	5.4	4.0	3.7	3.4	3.5	3.1	47.4	52.6	100	78	22
4	2.8	3.5	4.4	6.6	4.5	3.8	3.4	4.4	3.8	3.3	40.5	59.5	100	74	26
5	2.4	3.4	3.3	4.0	5.6	3.8	3.9	3.5	3.2	4.2	37.4	62.6	100	72	28
6	1.9	1.3	2.4	3.6	3.4	5.0	2.6	4.5	3.4	4.8	32.9	67.1	100	69	31
7	1.4	1.2	2.1	3.2	3.2	2.8	4.6	4.3	3.6	4.9	31.4	68.6	100	68	32
8	1.2	1.3	1.5	1.9	2.8	3.0	2.8	4.1	3.6	4.1	26.2	73.8	100	64	36
9	0.8	1.0	1.2	1.4	1.5	2.1	2.3	2.8	4.3	4.1	21.6	78.4	100	60	40
10	0.6	0.8	1.0	1.2	1.6	2.0	2.2	2.3	2.8	2.9	17.5	82.5	100	56	44
SUBTOTAL	4.4	4.1	3.8	4.0	3.7	3.4	3.3	3.5	3.4	3.6	37.1	62.9	100	72	28
NEW	7.8	8.9	9.3	9.2	9.9	10.7	11.0	10.5	11.4	11.2	-	-	100	100	100
TOTAL	9.4	9.7	9.7	9.9	10.1	10.2	10.1	10.6	10.6	10.6	-	-	100	100	100
DEDUC- TION	---	-8.3	-7.2	-4.3	6.8	17.3	18.7	16.9	39.9	44.6	-	-	100	100	100

FIG. 23

FIG. 24



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UNIT PRICE				
COMMODITY PER CUSTOMER				
SALES PER TRANSACTION				
COMMODITY (MIDDLE CLASSIFICATION)				
COMMODITY (LARGE CLASSIFICATION)				
EVENT DIVISION				
FREQUENCY				
CUSTOMER NUMBER				
LAST YEAR	JAN	FEB	APR	DEC
UNIT PRICE				
COMMODITY PER CUSTOMER				
SALES PER TRANSACTION				
COMMODITY (MIDDLE CLASSIFICATION)				
COMMODITY (LARGE CLASSIFICATION)				
EVENT DIVISION				
FREQUENCY				
CUSTOMER NUMBER				
THIS YEAR	JAN	FEB	APR	DEC

(YEAR 2000)

RANK	SALES TOTAL AMOUNT	SALES TOTAL RATIO	VISITOR NUMBER	VISITOR NUMBER RATIO	SALES PER TRANSACTION	CUSTOMER NUMBER	CUSTOMER NUMBER RATIO	TRANSACTION PER CUSTOMER	TRANSACTION PER CUSTOMER NUMBER	SALES TOTAL IN P/H TIME	AVERAGE UNIT PRICE	COMMODITIES TOTAL IN P/H TIME	COMMODITIES TOTAL IN P/H TIME	SOLD COMMODITIES PER CUSTOMER	PER CUSTOMER TRANSACTION	PER CUSTOMER COMMODITIES	PER TRANSACTION COMMODITIES	SOLD COMMODITIES PER CUSTOMER	PER CUSTOMER TRANSACTION	
1	655810	21.7	2802	9.7	23405	230	10	12.18	2851	82	7987	16.4	34.73	2.85						
2	378670	12.5	2006	7.0	18877	230	10	8.72	1646	78	4863	10.0	21.14	2.42						
3	241650	8.0	1439	5.0	16793	230	10	6.26	1051	75	3243	6.7	14.10	2.25						
4	173730	5.7	1133	3.9	15334	230	10	4.93	755	72	2401	4.9	10.44	2.12						
5	127510	4.2	907	3.1	14058	230	10	3.94	554	70	1809	3.7	7.87	1.99						
6	91800	3.0	749	2.6	12256	230	10	3.26	399	69	1324	2.7	5.76	1.77						
7	63360	2.1	602	2.1	10525	230	10	2.62	275	65	980	2.0	4.26	1.63						
8	43700	1.4	505	1.8	8653	230	10	2.20	190	57	771	1.6	3.35	1.53						
9	26850	0.9	391	1.4	6867	230	10	1.70	117	46	582	1.2	2.53	1.49						
10	11930	0.4	282	1.0	4230	230	10	1.23	52	30	400	0.8	1.74	1.42						
MEMBER	1815010	60.0	10816	37.5	16781	2300	100	4.70	789	75	24360	50.0	10.59	2.25						
OTHERS	1210010	40.0	18027	62.5	6712						24340	50.0								
TOTAL	3025020	100	28843	100	10488						48700	100								

FIG. 25

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## (CHANGE BETWEEN YEARS 2000 - 2001)

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FIG. 26

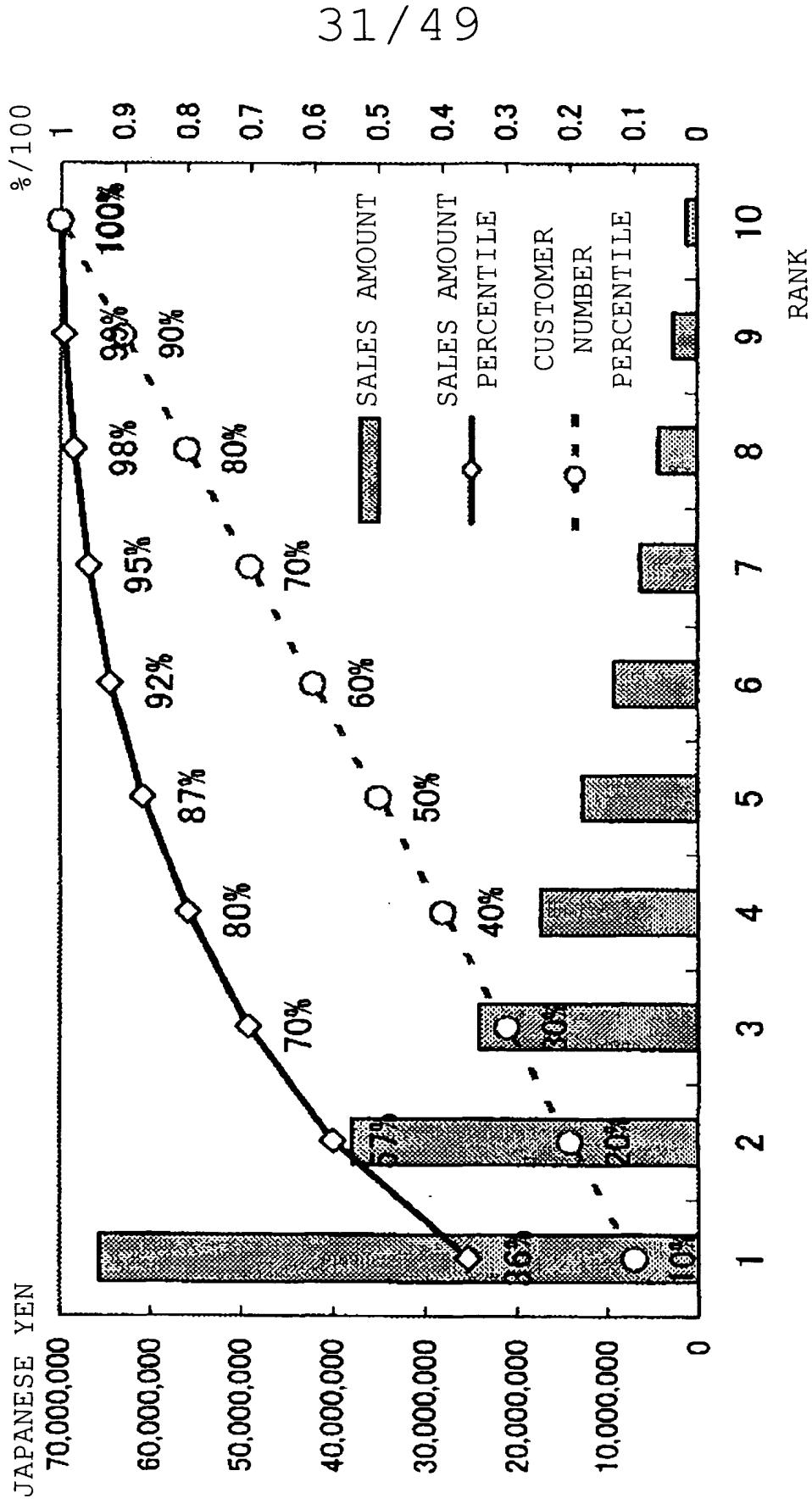


FIG. 27

App No.: NEW

Docket No.: 116692004500

Inventor: Masatsugu SHIBUNO  
Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM  
AND PROGRAM FOR IMPLEMENTING . . .

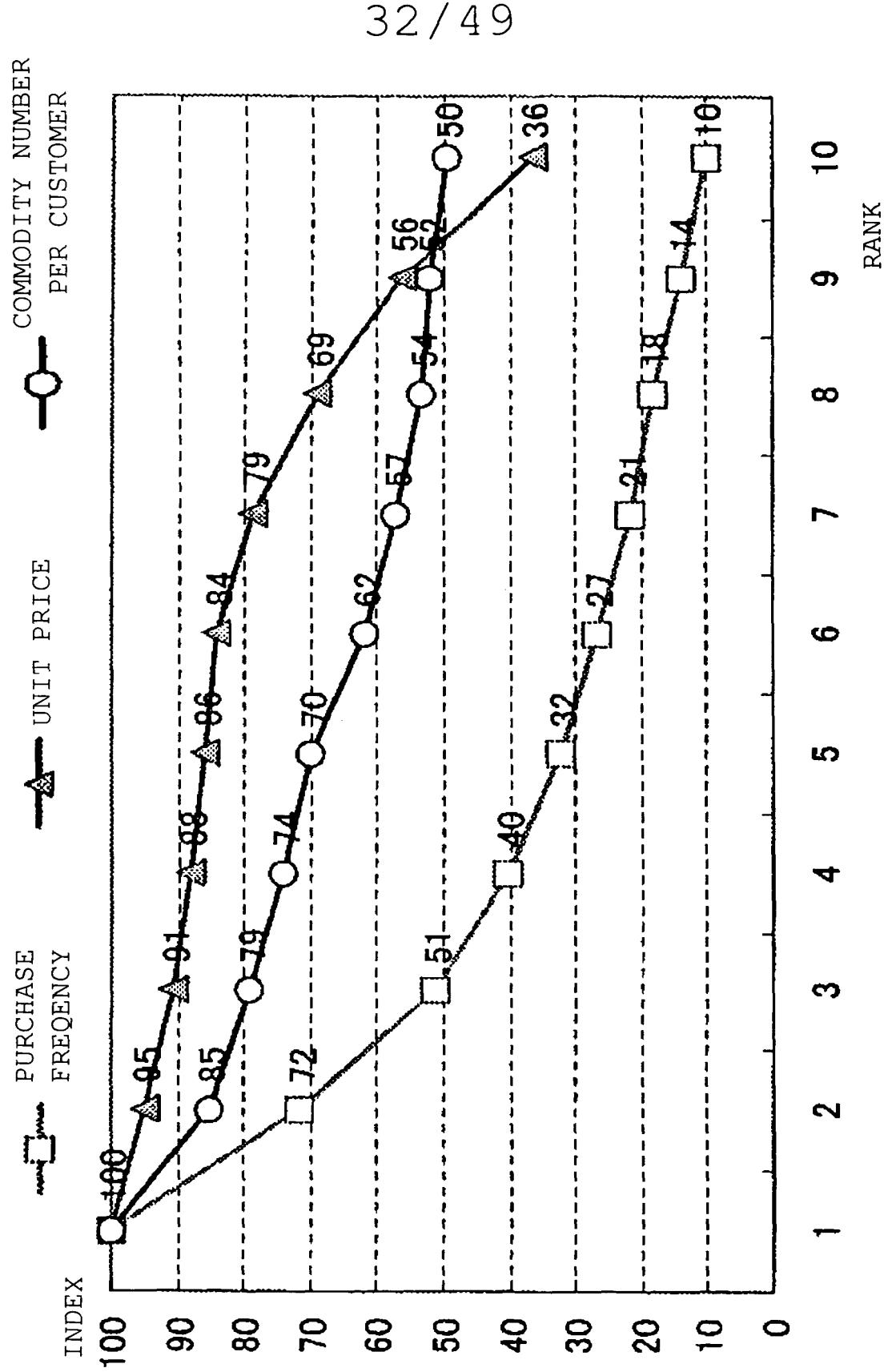


FIG. 28

JAPANESE YEN

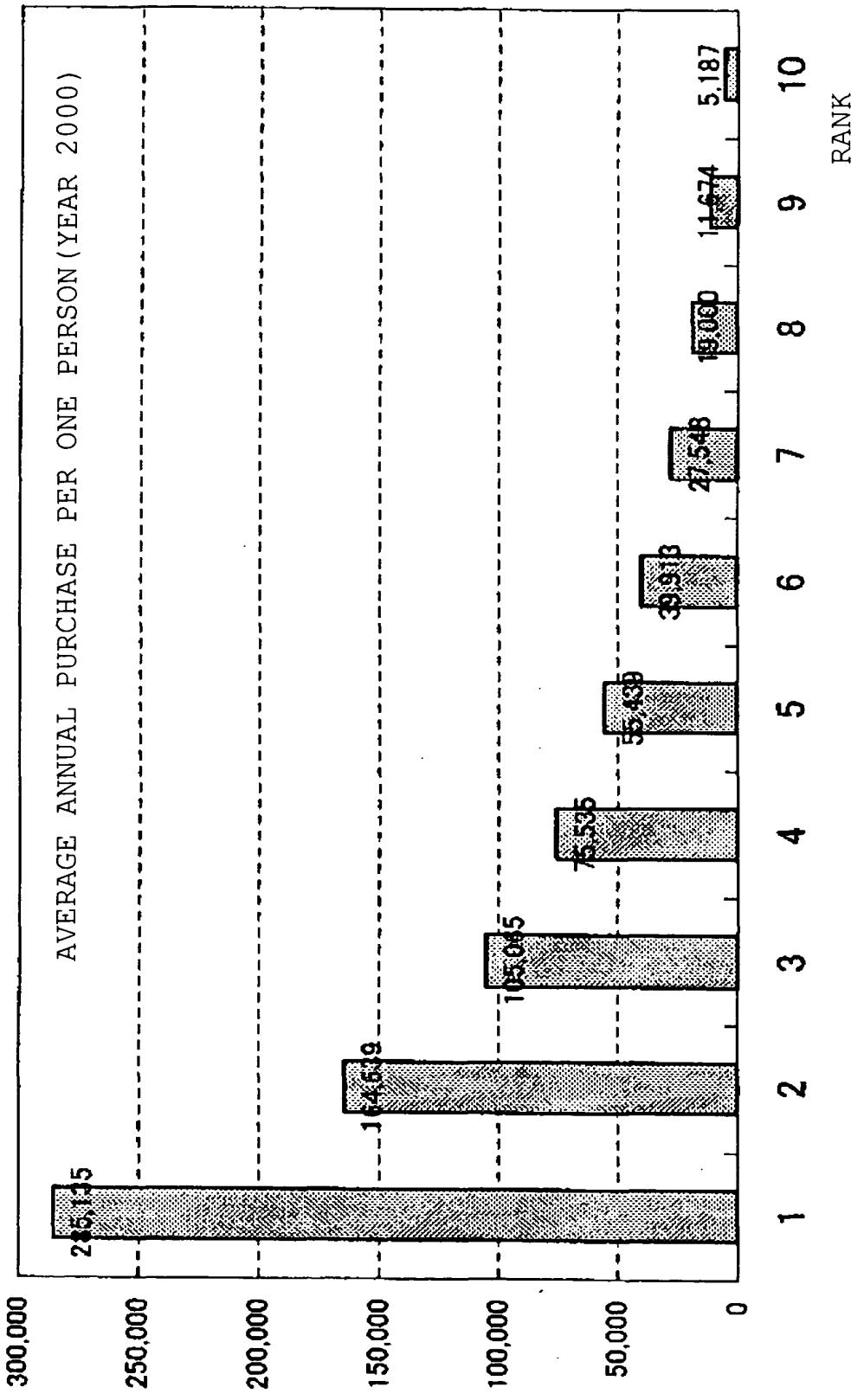


FIG. 29

RANK	CUSTOMER TOTAL, 2000	RANK DOWN (OUTFLOW)	RANK UP (OUTFLOW)	WITHDRAWAL	NEW	RANK UP (INFLOW)	RANK DOWN (INFLOW)	INCREASE AND DECREASE TOTAL	RANK MAINTAIN	CUSTOMER TOTAL, 2001
						DECREASE TOTAL	INCREASE TOTAL	DECREASE TOTAL	MAINTAIN	CUSTOMER TOTAL, 2001
1	230	98	-	30	28	104	-	4	102	234
2	230	91	45	39	40	99	41	5	55	235
3	230	92	60	46	73	79	53	7	32	237
4	230	72	66	62	76	69	64	9	30	239
5	230	66	69	74	88	59	69	7	21	237
6	230	43	80	89	98	46	77	9	18	239
7	230	41	59	113	134	32	58	11	17	241
8	230	24	50	139	143	21	63	14	17	244
9	230	14	49	152	159	11	61	16	15	246
10	230	-	42	175	180	-	55	18	13	248
TOTAL	2300	541	520	919	1019	520	541	100	320	2400

FIG. 30

RANK	RANK IN 2001										SUBTOTAL
	1	2	3	4	5	6	7	8	9	10	
1	102	41	22	16	10	3	2	2	1	1	200
2	45	55	31	21	15	11	5	4	3	1	191
3	23	37	32	27	21	19	9	7	5	4	184
4	14	27	25	30	23	20	11	9	7	2	168
5	11	17	19	22	21	24	16	11	9	6	156
6	7	13	18	20	22	18	15	13	9	6	141
7	2	3	11	11	14	18	17	17	14	10	117
8	1	1	3	7	11	13	14	17	13	11	91
9	1	0	1	5	7	9	11	15	15	14	78
10	0	1	2	4	5	6	7	6	11	13	55
SUBTOTAL	206	195	164	163	149	141	107	101	87	68	1381

FIG. 31

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RANK	CUSTOMER TOTAL RATIO, 2000		CUSTOMER TOTAL RATIO, 2001	
	NEW RATIO	WITHDRAWAL RATIO	RANK UP RATIO (OUTFLOW)	RANK DOWN RATIO (INFLOW)
1	100.0	42.6	-	13.0
2	100.0	39.6	19.6	17.0
3	100.0	40.0	26.1	20.0
4	100.0	31.3	28.7	27.0
5	100.0	28.7	30.0	32.2
6	100.0	18.7	34.8	38.7
7	100.0	17.8	25.7	49.1
8	100.0	10.4	21.7	60.4
9	100.0	6.1	21.3	66.1
10	100.0	-	18.3	76.1
TOTAL	100.0	23.5	22.6	40.0
			44.3	22.6
			23.5	23.5
			4.3	4.3
			13.9	13.9
			104.3	104.3

FIG. 32

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	RANK IN 2001										SUBTOTAL
	1	2	3	4	5	6	7	8	9	10	
1	44.3	17.8	9.6	7.0	4.3	1.3	0.9	0.9	0.4	0.4	87.0
2	19.6	23.9	13.5	9.1	6.5	4.8	2.2	1.7	1.3	0.4	83.0
3	10.0	16.1	13.9	11.7	9.1	8.3	3.9	3.0	2.2	1.7	80.0
4	6.1	11.7	10.9	13.0	10.0	8.7	4.8	3.9	3.0	0.9	73.0
5	4.8	7.4	8.3	9.6	9.1	10.4	7.0	4.8	3.9	2.6	67.8
6	3.0	5.7	7.8	8.7	9.6	7.8	6.5	5.7	3.9	2.6	61.3
7	0.9	1.3	4.8	4.8	6.1	7.8	7.4	7.4	6.1	4.3	50.9
8	0.4	0.4	1.3	3.0	4.8	5.7	6.1	7.4	5.7	4.8	39.6
9	0.4	0.0	0.4	2.2	3.0	3.9	4.8	6.5	6.5	6.1	33.9
10	0.0	0.4	0.9	1.7	2.2	2.6	3.0	2.6	4.8	5.7	23.9
SUBTOTAL	9.0	8.5	7.1	7.1	6.5	6.1	4.7	4.4	3.8	3.0	60.0

FIG. 33

App No.: NEW

Docket No.: 116692004500

Inventor: Masatsugu SHIBUNO

Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM  
AND PROGRAM FOR IMPLEMENTING...

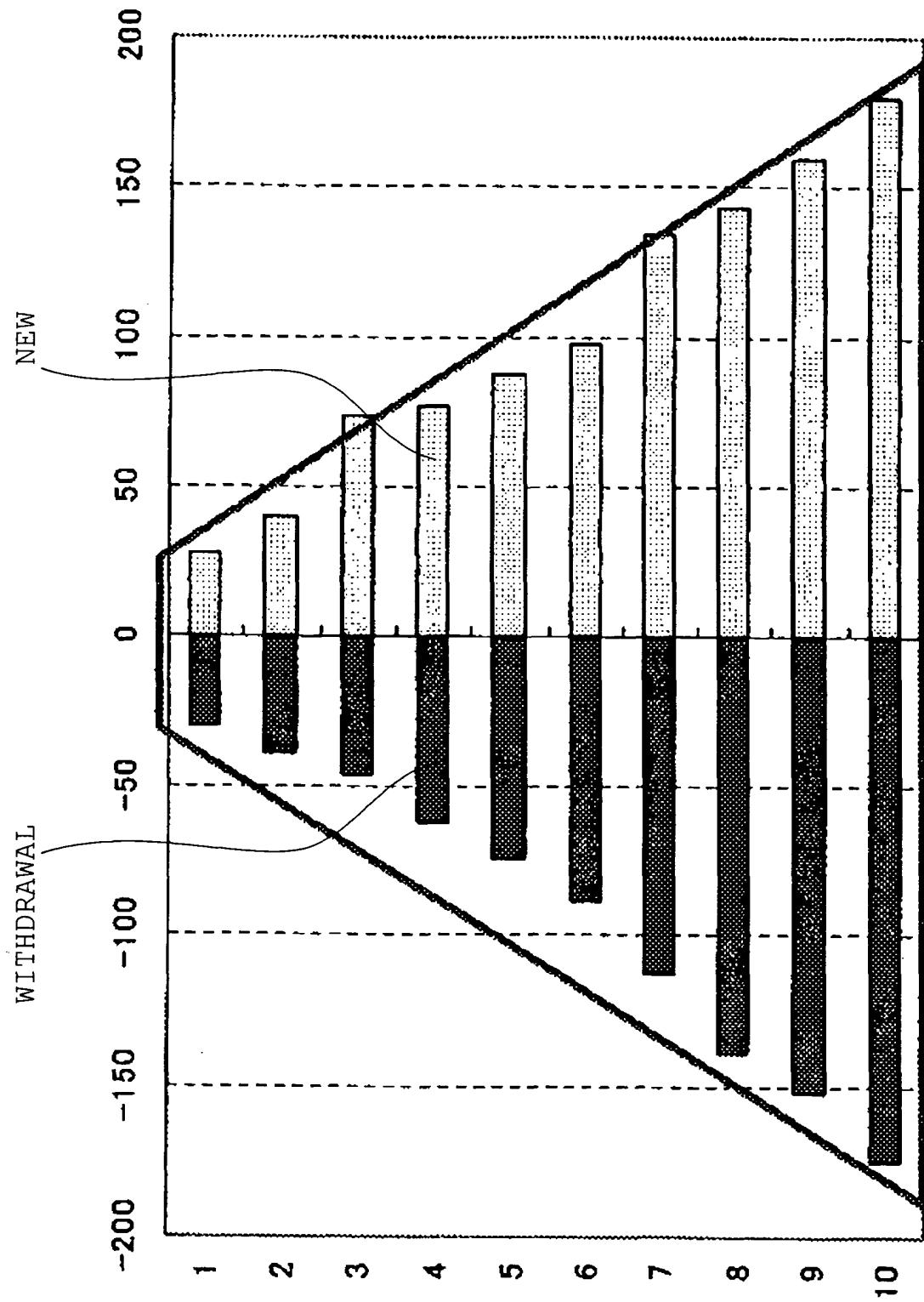
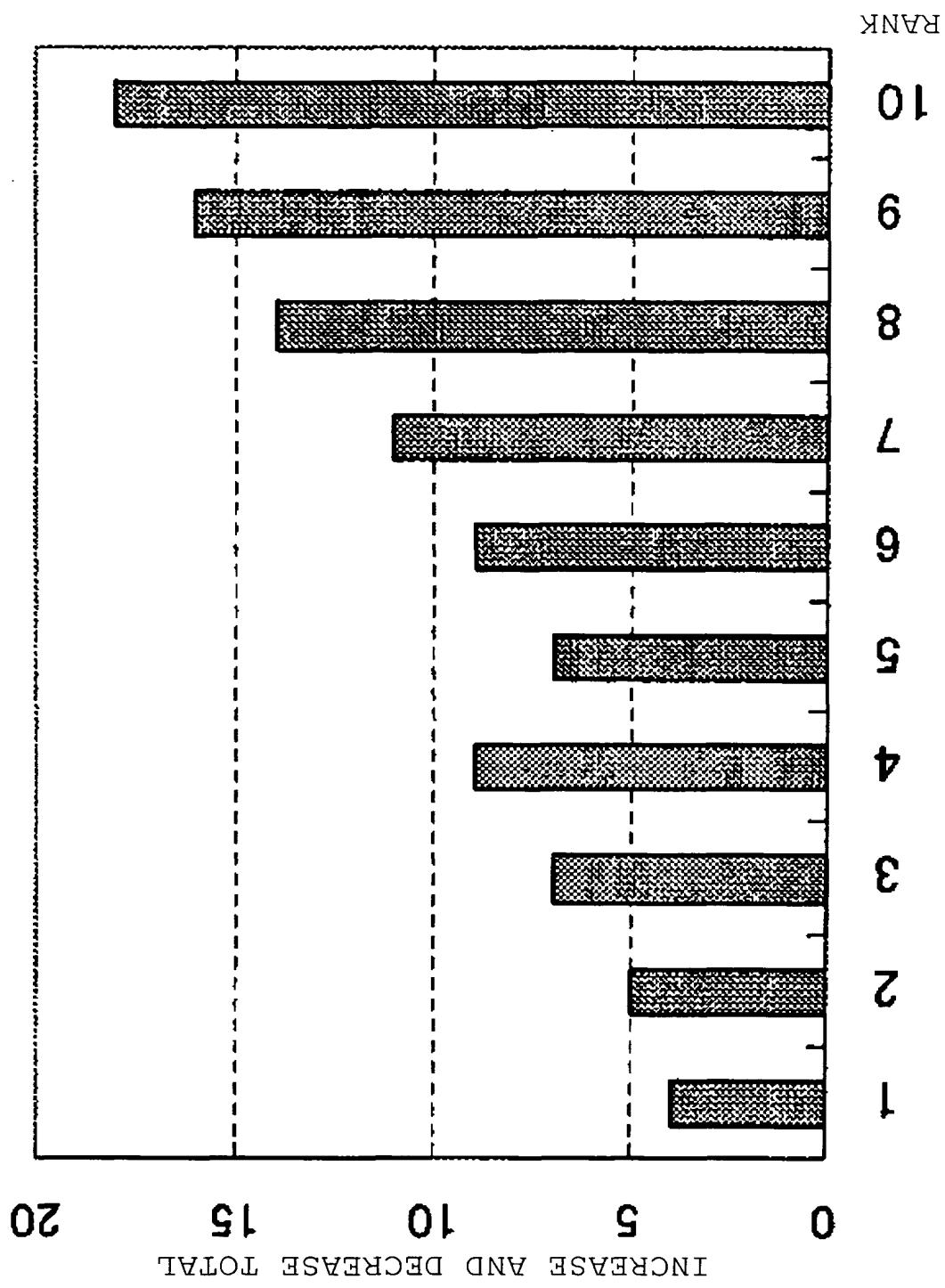


FIG. 34

FIG. 35



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App No.: NEW  
Docket No.: 116692004500  
Inventor: Masatoshi SHIBUNO  
Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM  
AND PROGRAM FOR IMPLEMENTING

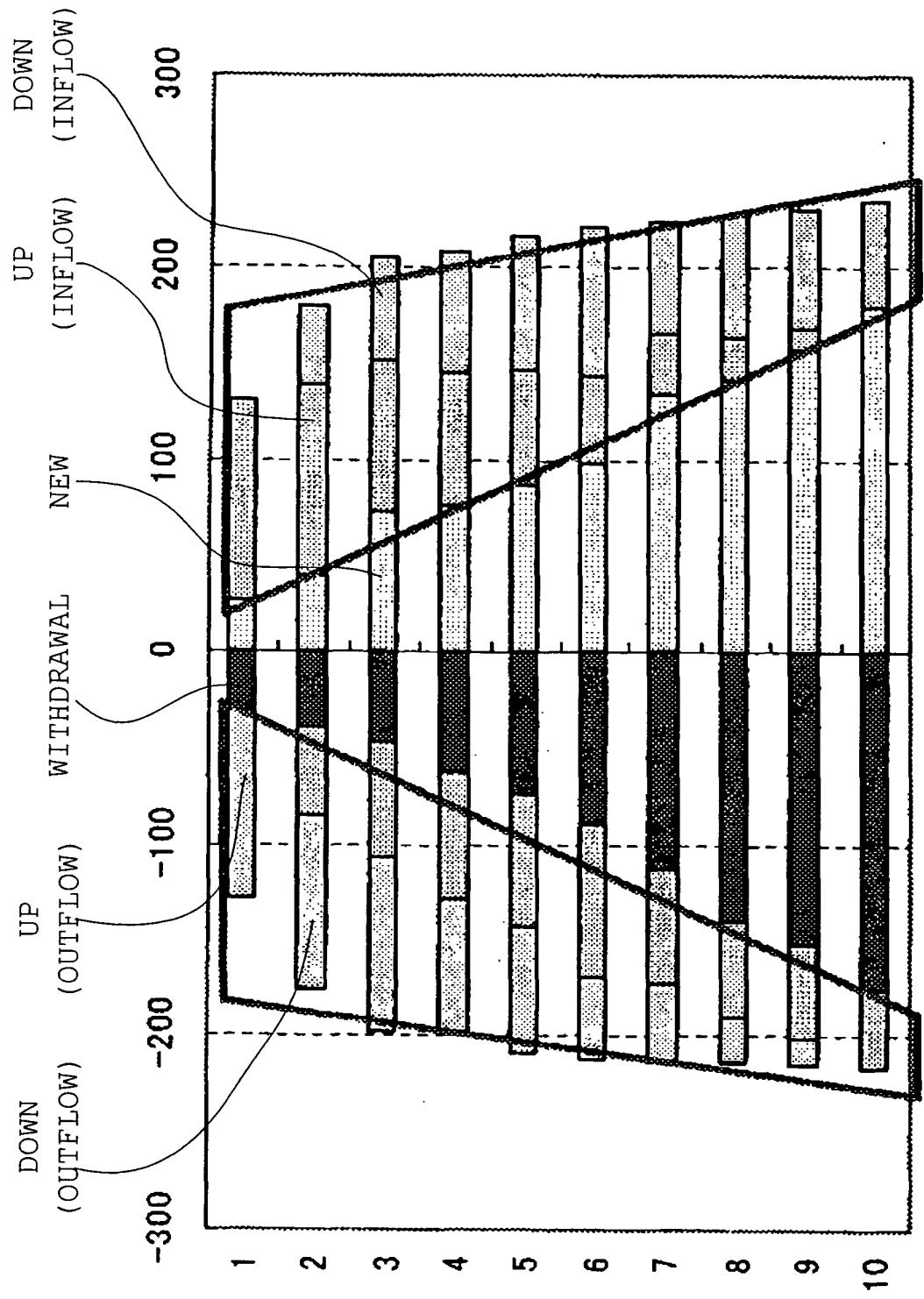


FIG. 36

RANK 7 (YEAR 2000) -&gt; RANK 4 (YEAR 2001)

AMOUNT	VISITOR NUMBER	SALES PER TRANSACTION	COMMODITIES	CUSTOMER NUMBER	FREQUENCY	UNIT PRICE	COMPONENT RATIO	QUANTITY	TOTAL SALES	QUANTITY	TOTAL SALES	QUANTITY	TOTAL SALES	TOTAL SALES	SUNDAY					
															PER TRANSAC.	SWEATER	BLOUSE	BOTTOMS	SUNDAY	
2000	502000	70	7171	90	26	2.7	1.3	5578	21	84200	1	3000	42	307500	6	4800				
2001	1351000	140	9650	186	26	5.4	1.3	7263	40	189200	15	88500	85	653720	7	12100				
A:	COMMODITY CHANGE PERIOD																			
B:	OFF SEASON PERIOD																			
C:	PEAK PERIOD																			
D:	FINAL PERIOD + SALE																			
A	157810	16	9863	21					4	21600	1	7900	11	95900	1	500				
B	261600	18	14533	27					5	34500	1	6900	18	166300	0	0				
C	200570	19	10556	24					10	38300	3	17600	6	56200	0	0				
D	731020	87	8403	114					21	94800	10	56100	50	335320	6	11600				
A	12%	11%	102%	11%					10%	11%	7%	9%	13%	15%	14%	4%				
B	19%	13%	151%	15%					13%	18%	7%	8%	21%	25%	0%	0%				
C	15%	14%	109%	13%					25%	20%	20%	20%	7%	9%	0%	0%				
D	54%	62%	87%	61%					53%	50%	67%	63%	59%	51%	86%	96%				

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FIG. 37

RANK 3 (YEAR 2000) → RANK 7 (YEAR 2001)

AMOUNT	VISITOR NUMBER	SALES PER TRANSACTION	COMMODITIES	CUSTOMER NUMBER	FREQUENCY	UNIT PRICE	TOTAL SALES	QUANTITY	TOTAL SALES		TOTAL SALES	SUNDRY						
									PER TRANSAC.	SWEATER	BLOUSE	BOTTOMS						
2000	2053000	190	10805	268	28	6.8	1.4	7660	57	290850	17	108500	129	1061640	8	15400		
									AVERAGE UNIT PRICE	5103	14%	6%	5%	48%	52%	3%	1925	
2001	555500	73	7610	93	28	2.6	1.3	5973	23	101420	7	40380	36	290200	8	11900		
A:	COMMODITY CHANGE PERIOD								A.U.P.C.R.	4410	18%	8%	7%	39%	52%	9%	1488	
B:	OFF SEASON PERIOD															-438		
C:	PEAK PERIOD															1%	6%	1%
D:	FINAL PERIOD + SALE																	
A	5000	1	5000	1				0	0	0	0	1	5000	0	0	0	0	
B	83900	9	9322	14				5	20500	0	0	2	19900	0	0	0	0	
C	30600	5	6120	5				0	0	2	14800	2	13900	1	1900	1	1900	
D	436000	58	7517	73				18	80920	5	25580	31	251400	7	10000	7	10000	
A	1%	1%	66%	1%				0%	0%	0%	3%	2%	0%	0%	0%	0%	0%	
B	15%	12%	123%	15%				22%	20%	0%	6%	7%	0%	0%	0%	0%	0%	
C	6%	7%	80%	5%				0%	0%	29%	37%	6%	5%	13%	16%	16%	16%	
D	78%	79%	99%	78%				78%	80%	71%	63%	86%	87%	88%	88%	84%	84%	

FIG. 38

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○ NEW CUSTOMER RATIO    X WITHDRAWN CUSTOMER RATIO    ◇ CURRENT CUSTOMER RATIO

BAR: AVERAGE SERVICE DURATION

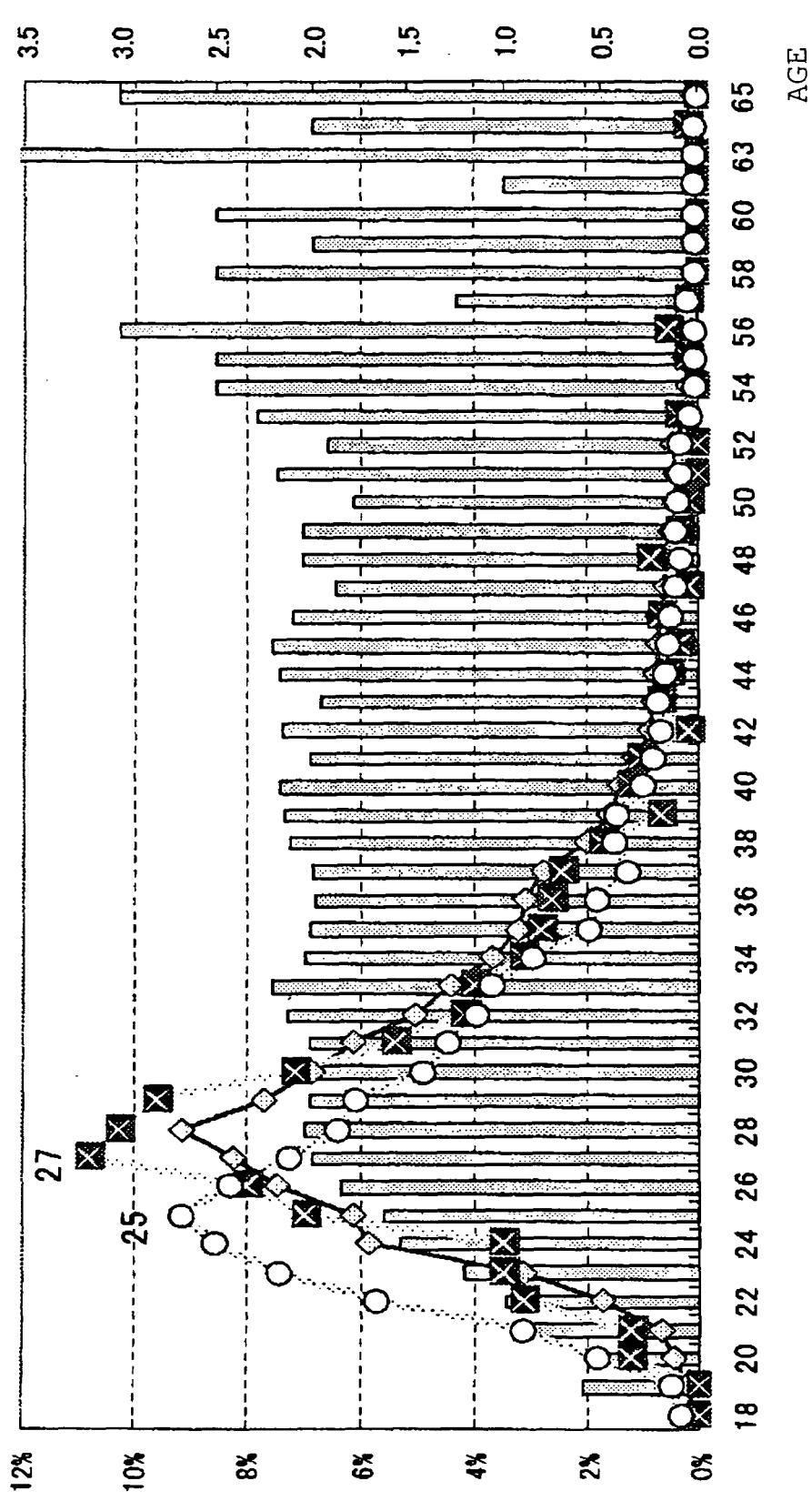


FIG. 39

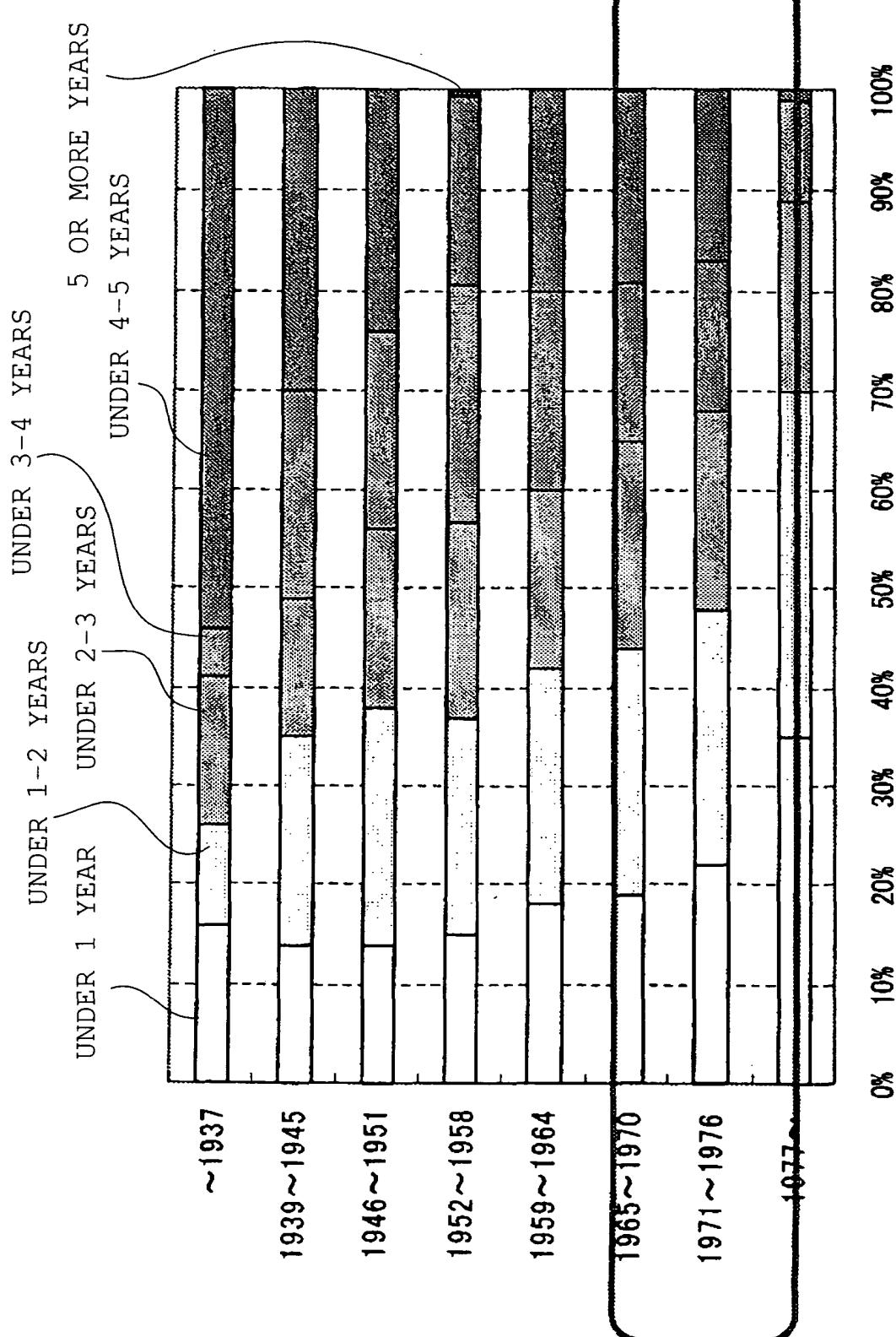


FIG. 40

## CHANGE IN RANK BY CUSTOMER PERIOD

1 YEAR  
OR LESS    2 YEARS    3 YEARS    4 YEARS    5 YEARS    6 YEARS

RANK	1	2.2%	8.0%	8.7%	13.1%	18.7%	18.1%
2	2	4.8%	8.3%	9.0%	12.0%	12.7%	12.1%
3	3	6.7%	10.9%	11.1%	11.4%	9.2%	8.9%
4	4	11.5%	12.2%	9.1%	9.7%	8.5%	9.5%
5	5	12.7%	10.2%	9.9%	8.8%	9.2%	10.2%
6	6	13.4%	9.6%	10.1%	18.3%	8.4%	17.5%
7	7	15.3%	9.3%	10.4%	8.4%	10.0%	7.2%
8	8	12.4%	9.0%	11.6%	9.6%	9.0%	7.9%
9	9	14.3%	10.9%	9.2%	6.9%	9.3%	10.5%
10	10	7.0%	11.3%	10.7%	9.4%	9.3%	11.8%
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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FIG. 41

## \*INITIALIZED MODULE

DIVISION	TRANSMISSION DAY	AUTOMATION GENERATION	TARGET CUSTOMER NARROW-DOWN	CONTENTS					
				RELATION- MAKING	BIRTHDAY	FAMILY MEMBER'S BIRTHDAY	SPECIFIC COMMODITY PURCHASE	EVERY OTHER MONTH	IN-TIME PURCHASE
CALENDAR	NEXT DAY, 1 WEEK LATER, ETC.	YES	FIRST PURCHASE CUSTOMER, ETC.	(NOT SELL)					
	25TH DAY ONE MONTH BEFORE BIRTHDAY MONTH	YES	CUSTOMER WITH RANK S OR A, ETC.	PRESENT (NOT SELL)					
	25TH DAY ONE MONTH BEFORE BIRTHDAY MONTH	YES	CUSTOMER WITH RANK S OR A, ETC.	PRESENT (NOT SELL)					
	NEXT DAY	YES	CUSTOMER WHO PURCHASED HIGH-PRICE COMMODITY	MAINTENANCE, COORDINATE					
	EVEN MONTH	YES	CUSTOMER WITH RANK B OR HIGHER AND SECOND TIME+ THOSE WITH RANK C OR HIGHER, ETC.	HINT ABOUT THE STYLE OD DRESS, ETC.					
	NEXT DAY	YES	CUSTOMER WHO MET PREDETERMINED CONDITION IN A FIXED PERIOD OF TIME						

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FIG. 42A

## \* INITIALIZED MODULE

\*ARBITRARY SET MODULE

## FIG. 42B

## UNPROCESSED ISSUE LIST

## ● PROCESSED ISSUE LIST

CHECK	CUSTOMER NAME	ZIP CODE	ADDRESS	MEMBERSHIP NUMBER	MEMBERSHIP DIVISION	TEXT DISPLAY	ISSUE DATE	LIST UP	PERSON IN CHARGE	PREVIEW	NEXT
GO/NG											
GO/NG											
GO/NG											
GO/NG											
GO/NG											
GO/NG											

● SORT      ● SORT

○ OUTPUT FILE    ○ INSTRUCT PRINT

FIG. 43

inventor: Masatsugu SHIBUNO  
Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM  
AND PROGRAM FOR IMPLEMENTING . . .

ISSUED DATE	10MAY02	PROMOTION NUMBER	DM TRANS-MISSION NUMBER	PROMOTION DIVISION	RELATION-MAKING	RELATION-MAKING	BIRTHDAY	SPECIFIC SALE
REACTIION NUMBER								
HIT RATE								
PERSON IN CHARGE								

OUTPUT FILE      O INSTRUCT PRINT

FIG. 44